

Guaranteed Homes Opening \$100,000 Apartment Today

Guaranteed Homes, the world's largest on-your-lot builder, announced the grand opening today of a luxurious new \$100,000 apartment and furnished model home complex at 1669 1/2 S. Crenshaw in Torrance.

The exhibition home is an



JOINS CENTER . . . Joseph A. Incaudo, merchandising and advertising specialist, has joined the Rolling Hills Plaza Merchants Assn. as director of those activities for the center. Incaudo has located his office in the center at Pacific Coast Highway and Crenshaw Boulevard.

Demos to Form 28th District Council Soon

Democrats of the new 28th Congressional District will form their Congressional District Council at an all-day convention in Santa Monica on Saturday, Oct. 21.

State and county committee members and representatives from the 45 clubs in the district including the Young Democrats will meet at the Miramar Hotel from 10 a.m. until 4 p.m. to adopt by-laws and hear major addresses by leaders of the Democratic Party.

Registration will start at 9 a.m. The 28th Congressional District is made up of the 46th, 57th, and 60th Assembly Districts and stretches north from Catalina and San Pedro along the coast through Malibu and east through Topanga and Studio City to Hollywood Hills.

Comptroller Announced for Torrance Plant

Charles J. Hickey has been appointed comptroller of West Virginia Pulp and Paper Co.

A certified public accountant and an attorney, Hickey joined the company in 1960 as tax manager and was appointed assistant comptroller last June. He was tax attorney for W. R. Grace Co. before his association with the paper company.

He holds A.B. and LL.B. degrees from Yale University and studied for two years at Northwestern University Graduate School of Business Administration.

Hickey succeeds Stuart W. McLaughlin, who has resigned.

These critics being men of shallow capacities, very easily mistook mere form for substance. They acted as a judge would, who should adhere to the lifeless letter of law, and reject the spirit.

—HENRY FIELDING

attractively furnished model 1343 with four bedrooms, two baths, separate dining area and step-saving kitchen with built-in snack bar. The new model apartment building is two stories high and has four two-bedroom rental units.

DISPLAYING both a home and an apartment building as exhibition models points out

the flexibility of Guaranteed Homes plans which double equally well as private residences or rental income units. It also reinforces their standing as the world's largest on-your-lot builder with over 20 offices and a record of more than 4,000 homes in Southern California alone.

"Significant savings up to \$2,000 a unit, premium quality

construction, careful architectural planning and highly developed production building techniques are the secrets of Guaranteed Homes' phenomenal success in the Southern California area," commented Eli Clouch, owner-manager of the Torrance office.

"EVEN OUR lowest cost homes, selling for as little as

\$4,490 with no money down, have the same top quality construction characteristics seen in our exhibition homes," Clouch added. "Aluminum windows, genuine lath and plaster walls, stucco exteriors, decorator coordinated interior colors, and rugged rock roofs are just a few of the premium quality materials thoughtful buyers look for and find in all Guaranteed Homes.

"The nominal cost and excellent 100 per cent financing of

these units also points out the fact that building on idle land is good business. Thousands of people have income-producing Guaranteed Homes in their back yards which are paying off original homes in front. Others have found that Guaranteed Homes increase in value with inflation, and still provide an excellent tax shelter. Rental income is usually twice monthly payments," Clouch said.

THE SPACIOUS two-bed-

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room apartments are ideally designed for privacy, convenience and comfort. Room arrangement provides for an extra-large master bath, a picture-window living room and a spacious kitchen with separate dining area and built-in breakfast bar.

One of the key features in both the rental units and display homes is the exceptional amount of storage area. All bedrooms have wardrobe closets

with sliding doors. The kitchens boast ample cabinets of gleaming birch with custom antiqued brass pulls. Color-keyed carpeting blends beautifully with wall colors. The extra-large baths, also have color coordinated tile.

THE NEW Guaranteed Homes model apartments and exhibition home at 1669 1/2 S. Crenshaw are open daily and Sunday, 9 a.m. to 9 p.m.

McCoy's MARKETS

SOON TO OPEN ANOTHER UNIT . . .

STORE NO. 16

CONVENIENTLY LOCATED . . .

23806 So. MAIN ST.

Near Sepulveda Blvd., Torrance



We're Beating the Band NOW

. . . yes, we're beating the band now for exciting days just ahead. One of Southern California's most popular super markets is about to open in your area. You'll thrill to a new adventure in food shopping — prices will prevail to pamper your budget far beyond your fondest dreams.



\$250,000 HAS BEEN SPENT TO BRING YOU A MODERN UP-TO-DATE MARKET

A bright, new, modern store with 14,000 square feet of shopping area has been beautifully redone to add to your shopping pleasure. \$125,000.00 worth of the newest equipment has been installed . . . Wonderful — Complete air conditioning is yours to enjoy . . . Low, pleasant acoustical ceiling adds to the atmosphere and the new tile floor completes the general feeling of cleanliness and spaciousness too.

You'll be able to stretch your food dollar at McCoy's

More food for your dollar at McCoy's! That's our motto and one that thousands of home makers know to be a fact. McCoy's will bring you excellent quality — at budget-saving prices!



Grand Opening About October 19th

Plan to be on Hand . . .

No live bands . . . no circus . . . no live television! No razzle-dazzle hoopla . . . just plain old grand opening prices to beat anything you've ever seen ANYWHERE. If you want to stock up on your favorite foods by the box full—then be sure and attend — And bring your neighbors and friends — They'll be sure to thank you!

DAILY FARM-FRESH PRODUCE

QUALITY GRADED MEATS BUTCHER SERVICE ONLY!

Frozen Food Liquor Dept. Bar-B-Q Dept. Deli Dept.

Our Pledge: Your dollar will buy MORE at McCoy's!

McCOY'S — ONE OF THE FASTEST GROWING MARKETS IN ALL CALIFORNIA!

PRODUCE GROCERIES MEATS

A recent consumer analysis survey showed McCoy's produce preferred by thousands. An increase in dept. over 1960 of 34.4%. . . This same survey showed that McCoy's groceries were preferred to a point of a 62% increase over 1960. Another authentic fact! . . . And in our meat department it was proved that a gain of 16.4% was determined by the thousands who preferred buying our meat.

WATCH FOR GRAND OPENING ANNOUNCEMENT



If You Are A Newcomer to Torrance Call

DORIS STAMM DA 7-9193

for a visit from Welcome Wagon